

### **Abstract of the Disclosure**

The present invention is a thickened dye composition and method of applying same to a paper web that produces colored or patterned paper having good bleed resistance. The dye composition of the invention includes a binder; a dye; a thickener selected from the group consisting of polyvinylpyrrolidone homopolymers, polyvinylpyrrolidone copolymers, and mixtures thereof; and water. The present invention also includes colored or patterned papers prepared using this dye composition.